

Your 3 Go-To Communications Dashboards

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Accurate and regularly updated data has become a driving force in the business world. Having in depth knowledge of exactly how everything is performing is no longer a differentiator for your business, it is now a must-have. One effective way of monitoring key data and helping you plan your next move is with a communications dashboard. Communications dashboards display the most important and up to date metrics that a modern business requires.

A good communications dashboard can help a company stay on top of ever-changing news cycles, plan a new PR campaign, monitor an impending crisis or help give a detailed overview of their industry.

Here are three examples of dashboards that have helped PR professionals address their needs, plan strategies and satisfy their curiosity.



Know yourself with an Overview Dashboard

In a world where countless metrics can be tracked, a good business needs to be able to identify what specifically will be the [most applicable statistics](#) to track for the goals they are looking to accomplish. The best PR teams need to know how their business is performing, what are its current strengths

and what areas require improvement, so your Overview Dashboard should quickly and easily display the few key data points that answer the question “how are we doing?”.

Whether it’s volume and tone of coverage, social sharing broken down by platform or an-in depth view of key topics, you can gain immediate insights into your principal concerns. By taking the time to tailor this dashboard to your specific needs, you may save valuable time that can be put towards planning how best to use this data to be more agile.

Know your competition with a Competitive Dashboard

A good Competitive Dashboard can be key to gathering a clear and concise overview of just how you stack up to your main competition. Keeping a close eye on one’s peers can help ensure communicators identify areas for improvement as well as points of strength within their own company.

PR and communications teams may require a side by side comparison of themselves and their foremost competitor, or perhaps they need to expand their view and keep track of all their main competition at once. The ability, not only to [monitor competitor metrics](#), but also to accurately compare and contrast their own performance with others, can help teams answer the question “how are we doing in relation to others?”.

Know your path forward with an Issues Matrix

Last week’s hot topic is often this week’s old news. Modern industries have dynamic news cycles and it pays to stay ahead of the curve on matters both big and small. An Issues Matrix Dashboard can help companies monitor key topics within their industry as well as current news trends.

With this dashboard, [PR](#) pros can easily determine what aspects of their industry have been trending negatively, which have been trending positively as well as which matters have been the most talked about.

For teams that need to keep abreast of topical industry news, or for those that are interested in how their industry is portrayed in the media, this dashboard can be an invaluable tool. This dynamic dashboard is perfect for an ever-changing industry and can help answer the question “how is our industry doing?”.

The best dashboards are those with the highest engagement levels and teams that take the time to build these dashboards to their specific requirements certainly reap the benefits that these hubs of information can provide. No two companies are the same and those that cater their dashboards to their individual needs stay informed and ahead of the curve.